

A STUDY ON FARMERS SATISFACTION TOWARDS FARM ADVISORY SERVICES WITH RESPECT TO GROW YOUR FARMS

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ABSTRACT

This study examines farmers satisfaction with Grow Your Farms advisory services, focusing on service accessibility, relevance, timeliness, and overall impact on farming practices. As agricultural challenges grow, these advisory services are essential for empowering farmers with knowledge in crop management, pest control, and resource optimization. The research involved 100 farmers, using convenience sampling and statistical tools like ANOVA and Chi-square tests to analyse factors influencing satisfaction. Findings reveal that while farmers generally appreciate the services, particularly in crop management, they seek more tailored advice, frequent on-site support, and improved communication. The study suggests personalized guidance, increased digital outreach, and a focus on financial advisory services as potential areas of improvement. By enhancing these aspects, Grow Your Farms can better support sustainable farming practices and strengthen its role as a trusted resource for farmers.

Keywords: Farmer Satisfaction, Advisory Services, Crop Management, Sustainable Farming, Communication Improvement.

1. INTRODUCTION

Farmers today facing the challenges, from climate change to pest issues and unpredictable markets. To tackle these, many are turning to farm advisory services that offer up-to-date information, technical support, and market insights to help improve productivity, efficiency, and sustainability. Grow Your Farms provides these services, focusing on areas like crop management, livestock care, pest control, and resource use, allowing farmers to make better decisions that boost their productivity and profitability. Assessing how satisfied farmers are with these services is essential to understanding their effectiveness. This study explores farmer satisfaction with Grow Your Farms services, focusing on accessibility, quality, timeliness, and support. The goal is to evaluate how well these services meet farmers' needs and identify areas for improvement to ensure they continue to adapt to the evolving agricultural landscape. The findings will offer valuable insights for agricultural consultants, policymakers, and farming communities, helping refine farm advisory services to maximize their impact on sustainable farming.

2. REVIEW OF LITERATURE

The paper titled “**The impact of access to agricultural advisory services on input use and farm performance: Evidence from Senegal**” (Ricome, 2024) examines how access to advisory services influences farmers' use of inputs and their overall farm performance. Key findings revealed that farmers who received advisory services had better input management and higher crop yields compared to those without access. The study involved 400 small-scale farmers in Senegal, using both survey data and farm performance records. The methodology combined quantitative analysis of input use and farm productivity with qualitative interviews. This research highlights the positive effects of advisory services on farm efficiency in developing countries.

The paper titled “**Supporting farmer wellbeing: exploring a potential role for advisors**” (Hammersley, 2023) focuses on the role agricultural advisors can play in improving farmers' mental health and overall wellbeing. The objective was to investigate how advisors could contribute to the emotional and psychological support of farmers. Key findings suggest that advisors are well-positioned to offer not only technical advice but also mental health support due to their close relationships with farmers. The study involved 150 agricultural advisors and used surveys and interviews as its data collection methods. Results highlighted the need for advisor training in wellbeing practices and recommended that advisory services include wellbeing support to improve farmers mental health. This study underscores the expanding role of advisors in supporting holistic farmer welfare.

The paper titled “**Precision Agriculture and the Evolving Role of Farm Advisory Services in Europe**” (Fischer and Muller, 2023), it examines how the adoption of precision agriculture technologies is transforming the role of farm advisory services in Europe. The study surveyed 180 farmers and 50 agricultural advisors across Germany, France, and the Netherlands. The research found that precision farming tools such as GPS-guided machinery and drones significantly improved advisory services by providing data-driven insights. The authors concluded that advisory services need to focus more on educating farmers about the long-term benefits and cost savings of precision agriculture.

3. RESEARCH OBJECTIVES

Primary Objective

- To assess the overall satisfaction levels of farmers with the advisory services provided by Grow Your Farms.

Secondary Objective

- To analyze the factors influencing the satisfaction level of farmers towards Farm Advisory Services.
- To Examine the Demographic factors, influence on farmer’s satisfaction level towards Farm Advisory Services.
- To help Grow Your Farms to frame the strategies for their Business Growth.

4. SCOPE OF STUDY

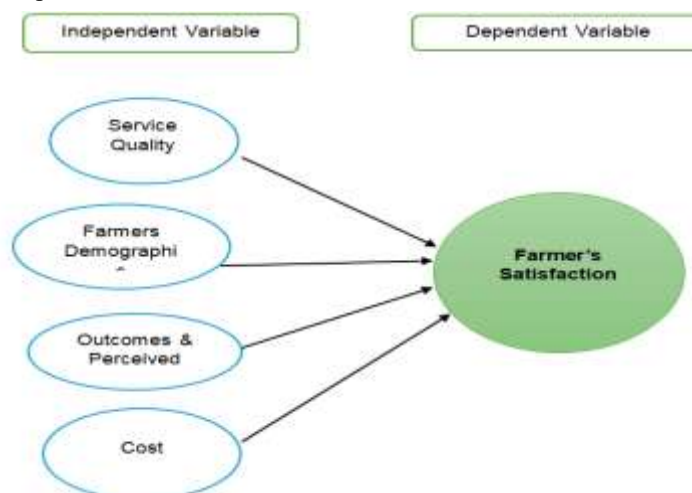
The study will focus on assessing the satisfaction levels of farmers who have used Grow Your Farms advisory services. It will gather and analyse farmer feedback to uncover perceptions of service quality. Key aspects to evaluate include advice relevance, clarity of communication, timeliness of support, and overall impact on farming practices. Understanding these factors will help identify strengths and weaknesses in the advisory model. Findings are expected to provide actionable insights that enhance Grow Your Farms advisory effectiveness. For instance, if response times are found lacking, improved communication channels could be implemented. Insights into unmet needs will enable Grow Your Farms to better tailor its services, leading to more effective support. These improvements will increase farmer satisfaction, strengthen advisory adoption, and enhance farming outcomes. This process supports Grow Your Farms’ mission to boost agricultural productivity and sustainability.

5. LIMITATIONS

- **Geographic Scope:** The study is region-specific, and results may not fully capture satisfaction levels across different climates and farming practices, limiting broader applicability.
- **Subjectivity of Satisfaction:** Satisfaction varies widely among farmers due to personal expectations and experiences, making uniform conclusions challenging.
- **Limited Time Frame:** Short-term factors may influence satisfaction levels, and longer studies may be needed to observe stable trends.
- **Diversity of Farming Practices:** Farmers varying needs across different farming types make it difficult to create a one-size-fits-all satisfaction measure.

6. CONCEPTUAL MODEL

This diagram shows the conceptual Framework



7. DATA ANALYSIS

The following table presents the demographic and dependent variable by analysis of the respondents.

Category	Frequency	Percentage (%)
Age		
Under 25	15	15.0
25-34	25	25.0
35-44	29	29.0

45-54	26	26.0
55 and above	5	5.0
Total	100	100.0
Gender		
Male	61	61.0
Female	39	39.0
Total	100	100.0
Education		
No Education	32	32.0
Primary Education	16	16.0
SSLC	24	24.0
HSC	3	3.0
Degree	25	25.0
Total	100	100.0
Size of the Farm		
Less than 2 Acre	12	12.0
2-5 Acre	50	50.0
5-10 Acre	33	33.0
More than 10 Acre	5	5.0
Total	100	100.0
Types of Crops		
Food grains	11	11.0
Fruits and Vegetables	22	22.0
Cash Crops	26	26.0
Mixed Farming	41	41.0
Total	100	100.0
Approximate Annual Income		
Less than 50,000	8	8.0
50,000-1,00,000	50	50.0
1,00,001-3,00,000	32	32.0
More than 3,00,000	10	10.0
Total	100	100.0
Source of Water		
Rainfed	6	6.0
Irrigation (canal)	27	27.0
Borewell/Tube well	57	57.0
River / Pond	10	10.0
Total	100	100.0
Advisory Services Provided by Grow Your Farms		
Crop management	49	49

Soil Health	31	31.0
Weather forecasts	11	11.0
Financial advice	9	9.0
Total	100	100.0
Used Advisory Services		
Weekly	21	21.0
Monthly	48	48.0
Quarterly	23	23.0
Annually	8	8.0
Total	100	100.0
Additional Comments and Suggestions		
Better communication and follow-up	15	15.0
Specific needs and more advice to my Farm	38	38.0
To visit Farms weekly once	34	34.0
Provide quicker response on time	13	13.0
Total	100	100.0

8. FINDINGS

The study reveals that most respondents (80%) are aged between 25 and 54, representing individuals in their prime farming years. A gender disparity is evident, with 61% being male and 39% female, indicating stronger male representation. Educational backgrounds vary, with 32% having no formal education, which may impact their understanding of advisory services, while 25% hold a degree. Most farmers (50%) manage small to medium-sized farms between 2-5 acres, and 41% practice mixed farming, highlighting a trend toward diversification. Most respondents (57%) rely on borewells or tube wells as their primary water source, reflecting a dependence on groundwater. Crop management services are the most utilized (49%), and farmers engage with advisory services monthly (48%), with common suggestions for improvement including tailored advice, frequent farm visits, and better communication.

9. CONCLUSION

The study indicates that farmers are generally satisfied with Grow Your Farms' advisory services, with a satisfaction score of 3.48 out of 5. The advice provided is helpful and supports crop yields, but there is room for improvement, especially in advice on farming practices. Farmers seek more personalized and frequent interactions with advisors, along with better communication options. Most respondents have small to medium-sized farms and limited income, highlighting the importance of accessible support. While Grow Your Farms has a strong foundation, addressing these areas will improve services and better support farmers, helping create more sustainable farming practices and greater satisfaction among users.

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